



WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 11-15-2012 PAGE: 1 of 2

MCLAUGHLIN & ASSOCIATES - 19171
ATTN: MARIANNE CAMPBELL
566 SOUTH ROUTE 303
BLAUVELT NY 10913

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market											
403128	10-22-2012	10-22-2012	1	RUNYAN FOR CONGRESS	RUNYAN FOR CONGRESS	POLITICALS	WPVI - PHILADELPHIA											
Agency Est#		CMS #	Sales Office	Account Executive	Start Date	End Date	Billing	Package	Contract Title									
621		246908	PHILADELPHIA	A. CLIFFORD	10-23-2012	10-28-2012	M (Broadcast Month, Cycle 1)	N	246908									
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
			Agency CPE: E : 621															
1	10-23-2012	10-26-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	8	15			2	4	2	2		10	1,000	10	10,000.00	
			(BOOKENDS)															
2	10-23-2012	10-26-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	9	15			4	2	2	2		10	750	10	7,500.00	
			(BOOKENDS)															
3	10-23-2012	10-26-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)	9	15			4	2	2	2		10	700	10	7,000.00	
			(BOOKENDS)															
4	10-23-2012	10-26-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)	9	15			2	4	2	2		10	1,100	10	11,000.00	
			(BOOKENDS)															
5	10-23-2012	10-26-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)	8	15			4	2	2	2		10	1,900	10	19,000.00	
			(BOOKENDS)															
6	10-24-2012	10-26-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)	9	15				2		2		4	1,500	4	6,000.00	
			(BOOKENDS)															
7	10-23-2012	10-25-2012	07:30PM - 08:00PM	ACCESS MO-FR WHEEL (7064)	9	15			2		2			4	1,500	4	6,000.00	
			(BOOKENDS)															
8	10-23-2012	10-26-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)	7	15			2	2	2	2		8	2,100	8	16,800.00	
			(BOOKENDS)															
9	10-27-2012	10-27-2012	06:00PM - 07:30PM	WEEKEND NEWS SA-SU 6-730P (6990)	9	15							2	2	400	2	800.00	
			(BOOKENDS)															
10	10-28-2012	10-28-2012	08:00AM - 09:00AM	WEEKEND NWS GMA SU (7099)	9	15							2	2	350	2	700.00	
			(BOOKENDS)															
11	10-28-2012	10-28-2012	09:00AM - 10:00AM	WEEKEND NWS 9-1030A SU (7057)	9	15							2	2	300	2	600.00	
			(BOOKENDS)															
12	10-28-2012	10-28-2012	06:00PM - 07:30PM	WEEKEND NEWS SA-SU 6-730P (6990)	9	15							2	2	400	2	800.00	
			(BOOKENDS)															
13	10-25-2012	10-25-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)	9	15				2				2	1,500	2	3,000.00	
			(BOOKENDS)															
14	10-24-2012	10-24-2012	07:30PM - 08:00PM	ACCESS MO-FR WHEEL (7064)	9	15			2					2	1,500	2	3,000.00	
			(BOOKENDS)															
15	10-27-2012	10-27-2012	06:00AM - 08:00AM	WEEKEND NEWS 6-8A SA (6997)	8	15						2		2	300	2	600.00	
			(BOOKENDS)															

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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Contract No 403128	Contract Dt 10-22-2012	Revision Dt 10-22-2012	Rev# 1	Advertiser RUNYAN FOR CONGRESS	Brand RUNYAN FOR CONGRESS	Product Code POLITICALS	Station/Market WPVI - PHILADELPHIA										
Agency Est# 621		CMS # 246908	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-23-2012	End Date 10-28-2012	Billing M (Broadcast Month, Cycle 1)	Package N	Contract Title 246908								
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: E : 621														
16	10-27-2012	10-27-2012	09:00AM - 10:00AM (BOOKENDS)	WEEKEND NWS 9-10A SA (10928)	9	15						2		2	350	2	700.00
17	10-28-2012	10-28-2012	07:00AM - 08:00AM (BOOKENDS)	WEEKEND NWS 7-8A SU (7056)	8	15							2	2	300	2	600.00
18	10-28-2012	10-28-2012	12:00PM - 01:00PM (BOOKENDS)	WEEKEND NWS 12-1P SU (7060)	8	15							2	2	400	2	800.00
														Contracted Gross Total:		86	94,900.00
														Actual Gross Total:		86	94,900.00
														Agency Commission:			14,235.00
														Net Total:			80,665.00
Month/YR		Preempted		Made Good		Contract Total		Adjustments						Actual Total			
Oct 12		0.00		0.00		94,900.00		0.00						94,900.00			
TOTAL		0.00		0.00		94,900.00		0.00						94,900.00			

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